

**Amendments to the Claims**

Please cancel claims 5 and 6. Please amend claims 1, 23, 29 and 40. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing**

1. (Currently amended) A system for deploying content to network devices over a data network, comprising:
  - a content store that stores the content;
  - a bulk data transfer manager that has access to the content store;
  - a system manager for scheduling a download of content from the content store to targeted network devices and downloading criteria for activation of the content on the targeted network devices by generating individual scheduling messages to schedule download and activation of targeted content to the targeted network devices;
  - each of the scheduling messages containing data that identifies the content to be downloaded to a network device, each of the scheduling messages further containing data that schedules activation of the downloaded content at a time subsequent to content download in a manner free of user intervention;
  - the system manager scheduling content download by further initiating download of the scheduling messages to the targeted network devices in advance of content activation to cause the network devices to download and activate the content according to the scheduling messages;
  - and
  - the targeted network devices downloading and activating the targeted content according to the scheduling messages
  - at each of the targeted network devices, a system agent and a bulk data transfer agent executing in the targeted network device, the system

agent receiving one of the scheduling messages delivered from the system manager;

in response to receiving the scheduling message, the system agent automatically directing the bulk data transfer agent to establish a connection to the bulk data transfer manager and to download the content identified in the scheduling message;

the bulk data transfer agent initiating a connection to the bulk data transfer manager and requesting the content identified in the scheduling message;

the bulk data transfer manager downloading the requested content from the content store to the bulk data transfer agent; and

the system agent activating the downloaded content free of user intervention at a time subsequent to content download according to the data that schedules activation of the content in the scheduling message.

2. (Original) A system as recited in Claim 1, wherein the system manager selects the targeted network devices among other network devices on the data network based on profile information associated with the network devices.
3. (Previously presented) A system as recited in Claim 1, wherein the system manager generates the individual scheduling messages to schedule download of the targeted content to the targeted network devices during periods when usage of the data network is typically low.
4. (Previously presented) A system as recited in Claim 1, wherein the system manager monitors usage of the data network and generates the individual scheduling messages to schedule download of the targeted content when usage of the data network falls below a predetermined level.

5. (Canceled)
6. (Canceled)
7. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface to identify content for deployment on the network devices, the management console downloading the content to the content store.
8. (Original) A system as recited in Claim 7, wherein the management console further provides an interface to identify a group profile for targeting the network devices for content deployment, the management console downloading the group profile to the content store.
9. (Original) A system as recited in Claim 7, wherein the management console further provides an interface for identifying activation criteria for activating the content on the network devices.
10. (Original) A system as recited in Claim 1, further comprising:
  - a system agent executing on the network device; and
  - the system manager activating the downloaded content sending a message to the system agent to activate the downloaded content.
11. (Original) A system as recited in Claim 1, further comprising a system agent executing on the network device, the system agent activating the downloaded content on the network device at a predetermined date and time.
12. (Original) A system as recited in Claim 1, further comprising a system agent executing on the network device, the system agent activating the downloaded content on the network device in response to an event.

13. (Original) A system as recited in Claim 12, wherein the event is a channel event.
14. (Original) A system as recited in Claim 12, wherein the event is an attachment of a peripheral device to the network device.
15. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is a promotion; the promotion notification agent activating the promotion in response to an event.
16. (Original) A system as recited in Claim 15, wherein the event is a channel event.
17. (Original) A system as recited in Claim 15, wherein the event is an attachment of a peripheral device to the network device.
18. (Original) A system as recited in Claim 15, wherein the promotion notification agent activates a plurality of promotions on the network device in response to the event.
19. (Original) A system as recited in Claim 1, wherein the data network is a cable network.
20. (Original) A system as recited in Claim 1, wherein the data network is a satellite-linked network.
21. (Original) A system as recited in Claim 1, wherein the data network is a Digital Subscriber Line network.
22. (Original) A system as recited in Claim 1, wherein the data network is a wireless network.
23. (Currently amended) A system for deploying content to network devices over a data network, comprising:

a content store that stores the content, the content being promotions;

a bulk data transfer manager that has access to the content store;

a system manager for scheduling a download of content from the content store to targeted network devices and downloading criteria for activation of the content on the targeted network devices by generating individual scheduling messages to schedule download and activation of targeted promotions to the targeted network devices;

each of the scheduling messages containing data that identifies the targeted promotions to be downloaded to a network device, each of the scheduling messages further containing data that schedules activation of the downloaded targeted promotions at a time subsequent to content download in a manner free of user intervention;

the system manager scheduling promotion download by further initiating download of the scheduling messages to the targeted network devices in advance of promotion activation to cause the network devices to download and activate the promotions according to the scheduling messages;

~~the targeted network devices downloading the targeted promotions according to the scheduling messages; and~~

at each of the targeted network devices, a system agent, a promotion notification agent and a bulk data transfer agent executing in the targeted network device, the system agent receiving one of the scheduling messages delivered from the system manager;

in response to receiving the scheduling message, the system agent automatically directing the bulk data transfer agent to establish a connection to the bulk data transfer manager and to download the promotions identified in the scheduling message;

the bulk data transfer agent initiating a connection to the bulk data transfer manager and requesting the promotions identified in the scheduling message;

the bulk data transfer manager downloading the requested promotion from the content store to the bulk data transfer agent; and  
[[a]] the promotion notification agent executing in each of the targeted network devices that activates activating the targeted promotions at a time subsequent to promotion download according to the data that schedules activation of the promotions based on activation criteria in the scheduling messages.

24. (Original) A system as recited in Claim 23, wherein the promotion notification agent waits for a message from the system agent to activate the content.
25. (Original) A system as recited in Claim 23, wherein the promotion notification agent waits for a predetermined date and time established by the activation criteria to activate the content.
26. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors user activity and waits for a predetermined user action established by the activation criteria to activate the content.
27. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors a video stream for embedded signal established by the activation criteria to activate the content.
28. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors a current channel for a television display device and activates the content in response to the current channel.
29. (Currently amended) A method for deploying content to network devices over a data network, comprising:  
storing content on a server system on the network;

generating individual scheduling messages to schedule download and activation of targeted content to a plurality of targeted network devices, each of the scheduling messages containing data that identifies the content to be downloaded to a targeted network device, each of the scheduling messages further containing data that schedules activation of the downloaded content at a time subsequent to content download in a manner free of user intervention;

scheduling content download by initiating download of the scheduling messages to the plurality of targeted network devices in advance of content activation to cause the targeted network devices to download and activate the content according to the scheduling messages;  
and

downloading and activating the targeted content by the plurality of targeted network devices according to the scheduling messages receiving one of the delivered scheduling messages;  
in response to receiving the scheduling message, automatically establishing a connection in order to download the content targeted in the received scheduling message;  
requesting the content identified in the scheduling message;  
downloading the requested content; and  
activating the downloaded content free of user intervention at a time subsequent to content download according to the data that schedules activation of the content in the scheduling message.

30. (Original) A method as recited in Claim 29, further comprising selecting the targeted network devices among other network devices on the data network based on profile information associated with the network devices.
31. (Previously presented) A method as recited in Claim 29, further comprising generating the individual scheduling messages to schedule download of the targeted content to the

plurality of targeted network devices during periods when usage of the data network is typically low.

32. (Previously presented) A method as recited in Claim 29, further comprising:
  - monitoring usage of the data network; and
  - generating the individual scheduling messages to schedule download of the targeted content to the plurality of targeted network devices when usage of the data network falls below a predetermined level.
33. (Original) A method as recited in Claim 29, further comprising using a bulk data transfer manager and a bulk data transfer agent to download the content to the network device.
34. (Original) A method as recited in Claim 29, further comprising an advertiser selecting activation criteria and target group profile via an interface to the server system.
35. (Original) A method as recited in Claim 29, wherein the step of downloading activation criteria comprises downloading a predetermined activation date and time.
36. (Original) A method as recited in Claim 29, wherein the step of downloading activation criteria comprises downloading activation event information.
37. (Original) A method as recited in Claim 29, further comprising activating the content in response to user attachment of a peripheral device to the network device.
38. (Original) A method as recited in Claim 29, further comprising activating the content in response to a selected channel for a television display device.
39. (Original) A method as recited in Claim 29, further comprising activating the content in response to a signal embedded in a video stream.

40. (Currently amended) A method for deploying content to network devices over a data network, comprising:

storing content on a server system on the network, wherein the content is a promotion;

downloading activation criteria for the promotion on the targeted network devices; and

generating individual scheduling messages to schedule download and activation of the promotion to a plurality of targeted network devices,  
each of the scheduling messages containing data that identifies the promotions to be downloaded to a targeted network device, each of the scheduling messages further containing data that schedules activation of the downloaded promotions at a time subsequent to promotion download in a manner free of user intervention;

scheduling content download by initiating download of the scheduling messages to the plurality of targeted network devices in advance of promotion activation to cause the targeted network devices to download and activate the promotions according to the scheduling messages;

downloading the promotion to the plurality of targeted network devices according to the scheduling messages; and

activating the promotion by a promotion notification agent executing in each of the plurality of targeted network devices based on the activation criteria in the scheduling messages

receiving one of the delivered scheduling messages;

in response to receiving the scheduling message, automatically establishing a connection in order to download the promotions targeted in the received scheduling message;

requesting the promotions identified in the scheduling message;

downloading the requested promotions; and

activating the downloaded promotions free of user intervention at a time subsequent to content download according to the data that schedules activation of the promotions in the scheduling message.

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**PROPOSED CLAIMS FOR RCE  
(CLEAN VERSION)**

**What is claimed is:**

1. (Currently amended) A system for deploying content to network devices over a data network, comprising:
  - a content store that stores the content;
  - a bulk data transfer manager that has access to the content store;
  - a system manager for scheduling a download of content from the content store to targeted network devices and downloading criteria for activation of the content on the targeted network devices by generating individual scheduling messages to schedule download and activation of targeted content to the targeted network devices;
  - each of the scheduling messages containing data that identifies the content to be downloaded to a network device, each of the scheduling messages further containing data that schedules activation of the downloaded content at a time subsequent to content download in a manner free of user intervention;
  - the system manager scheduling content download by initiating download of the scheduling messages to the targeted network devices in advance of content activation to cause the network devices to download and activate the content according to the scheduling messages; and
  - at each of the targeted network devices, a system agent and a bulk data transfer agent executing in the targeted network device, the system agent receiving one of the scheduling messages delivered from the system manager;

in response to receiving the scheduling message, the system agent automatically directing the bulk data transfer agent to establish a connection to the bulk data transfer manager and to download the content identified in the scheduling message;

the bulk data transfer agent initiating a connection to the bulk data transfer manager and requesting the content identified in the scheduling message;

the bulk data transfer manager downloading the requested content from the content store to the bulk data transfer agent; and

the system agent activating the downloaded content free of user intervention at a time subsequent to content download according to the data that schedules activation of the content in the scheduling message.

2. (Original) A system as recited in Claim 1, wherein the system manager selects the targeted network devices among other network devices on the data network based on profile information associated with the network devices.
3. (Previously presented) A system as recited in Claim 1, wherein the system manager generates the individual scheduling messages to schedule download of the targeted content to the targeted network devices during periods when usage of the data network is typically low.
4. (Previously presented) A system as recited in Claim 1, wherein the system manager monitors usage of the data network and generates the individual scheduling messages to schedule download of the targeted content when usage of the data network falls below a predetermined level.

5. (Canceled)
6. (Canceled)
7. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface to identify content for deployment on the network devices, the management console downloading the content to the content store.
8. (Original) A system as recited in Claim 7, wherein the management console further provides an interface to identify a group profile for targeting the network devices for content deployment, the management console downloading the group profile to the content store.
9. (Original) A system as recited in Claim 7, wherein the management console further provides an interface for identifying activation criteria for activating the content on the network devices.
10. (Original) A system as recited in Claim 1, further comprising:  
a system agent executing on the network device; and  
the system manager activating the downloaded content sending a message to the system agent to activate the downloaded content.
11. (Original) A system as recited in Claim 1, further comprising a system agent executing on the network device, the system agent activating the downloaded content on the network device at a predetermined date and time.
12. (Original) A system as recited in Claim 1, further comprising a system agent executing on the network device, the system agent activating the downloaded content on the network device in response to an event.

13. (Original) A system as recited in Claim 12, wherein the event is a channel event.
14. (Original) A system as recited in Claim 12, wherein the event is an attachment of a peripheral device to the network device.
15. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is a promotion;  
the promotion notification agent activating the promotion in response to an event.
16. (Original) A system as recited in Claim 15, wherein the event is a channel event.
17. (Original) A system as recited in Claim 15, wherein the event is an attachment of a peripheral device to the network device.
18. (Original) A system as recited in Claim 15, wherein the promotion notification agent activates a plurality of promotions on the network device in response to the event.
19. (Original) A system as recited in Claim 1, wherein the data network is a cable network.
20. (Original) A system as recited in Claim 1, wherein the data network is a satellite-linked network.
21. (Original) A system as recited in Claim 1, wherein the data network is a Digital Subscriber Line network.

22. (Original) A system as recited in Claim 1, wherein the data network is a wireless network.
23. (Currently amended) A system for deploying content to network devices over a data network, comprising:
  - a content store that stores the content, the content being promotions;
  - a bulk data transfer manager that has access to the content store;
  - a system manager for scheduling a download of content from the content store to targeted network devices and downloading criteria for activation of the content on the targeted network devices by generating individual scheduling messages to schedule download and activation of targeted promotions to the targeted network devices;
  - each of the scheduling messages containing data that identifies the targeted promotions to be downloaded to a network device, each of the scheduling messages further containing data that schedules activation of the downloaded targeted promotions at a time subsequent to content download in a manner free of user intervention;
  - the system manager scheduling promotion download by initiating download of the scheduling messages to the targeted network devices in advance of promotion activation to cause the network devices to download and activate the promotions according to the scheduling messages;
  - at each of the targeted network devices, a system agent, a promotion notification agent and a bulk data transfer agent executing in the targeted network device, the system agent receiving one of the scheduling messages delivered from the system manager;
  - in response to receiving the scheduling message, the system

agent automatically directing the bulk data transfer agent to establish a connection to the bulk data transfer manager and to download the promotions identified in the scheduling message;

the bulk data transfer agent initiating a connection to the bulk data transfer manager and requesting the promotions identified in the scheduling message;

the bulk data transfer manager downloading the requested promotion from the content store to the bulk data transfer agent; and

the promotion notification agent activating the targeted promotions at a time subsequent to promotion download according to the data that schedules activation of the promotions in the scheduling messages.

24. (Original) A system as recited in Claim 23, wherein the promotion notification agent waits for a message from the system agent to activate the content.
25. (Original) A system as recited in Claim 23, wherein the promotion notification agent waits for a predetermined date and time established by the activation criteria to activate the content.
26. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors user activity and waits for a predetermined user action established by the activation criteria to activate the content.
27. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors a video stream for embedded signal established by the activation criteria to activate the content.
28. (Original) A system as recited in Claim 23, wherein the promotion notification agent monitors a current channel for a television display device and activates the

content in response to the current channel.

29. (Currently amended) A method for deploying content to network devices over a data network, comprising:

storing content on a server system on the network;  
generating individual scheduling messages to schedule download and activation of targeted content to a plurality of targeted network devices, each of the scheduling messages containing data that identifies the content to be downloaded to a targeted network device, each of the scheduling messages further containing data that schedules activation of the downloaded content at a time subsequent to content download in a manner free of user intervention;

scheduling content download by initiating download of the scheduling messages to the plurality of targeted network devices in advance of content activation to cause the targeted network devices to download and activate the content according to the scheduling messages; and

receiving one of the delivered scheduling messages;  
in response to receiving the scheduling message,  
automatically establishing a connection in order to download the content targeted in the received scheduling message;

requesting the content identified in the scheduling message;  
downloading the requested content; and  
activating the downloaded content free of user intervention at a time subsequent to content download according to the data that schedules activation of the content in the scheduling message.

30. (Original) A method as recited in Claim 29, further comprising selecting the targeted network devices among other network devices on the data network based

on profile information associated with the network devices.

31. (Previously presented) A method as recited in Claim 29, further comprising generating the individual scheduling messages to schedule download of the targeted content to the plurality of targeted network devices during periods when usage of the data network is typically low.
32. (Previously presented) A method as recited in Claim 29, further comprising:
  - monitoring usage of the data network; and
  - generating the individual scheduling messages to schedule download of the targeted content to the plurality of targeted network devices when usage of the data network falls below a predetermined level.
33. (Original) A method as recited in Claim 29, further comprising using a bulk data transfer manager and a bulk data transfer agent to download the content to the network device.
34. (Original) A method as recited in Claim 29, further comprising an advertiser selecting activation criteria and target group profile via an interface to the server system.
35. (Original) A method as recited in Claim 29, wherein the step of downloading activation criteria comprises downloading a predetermined activation date and time.
36. (Original) A method as recited in Claim 29, wherein the step of downloading activation criteria comprises downloading activation event information.
37. (Original) A method as recited in Claim 29, further comprising activating the content in response to user attachment of a peripheral device to the network

device.

38. (Original) A method as recited in Claim 29, further comprising activating the content in response to a selected channel for a television display device.
39. (Original) A method as recited in Claim 29, further comprising activating the content in response to a signal embedded in a video stream.
40. (Currently amended) A method for deploying content to network devices over a data network, comprising:
  - storing content on a server system on the network, wherein the content is a promotion;
  - downloading activation criteria for the promotion on the targeted network devices; and
  - generating individual scheduling messages to schedule download and activation of the promotion to a plurality of targeted network devices, each of the scheduling messages containing data that identifies the promotions to be downloaded to a targeted network device, each of the scheduling messages further containing data that schedules activation of the downloaded promotions at a time subsequent to promotion download in a manner free of user intervention;
  - scheduling content download by initiating download of the scheduling messages to the plurality of targeted network devices in advance of promotion activation to cause the targeted network devices to download and activate the promotions according to the scheduling messages;
  - receiving one of the delivered scheduling messages;
  - in response to receiving the scheduling message,  
automatically establishing a connection in order to download the

**promotions targeted in the received scheduling message;**  
**requesting the promotions identified in the scheduling**  
**message;**  
**downloading the requested promotions; and**  
**activating the downloaded promotions free of user**  
**intervention at a time subsequent to content download according to**  
**the data that schedules activation of the promotions in the**  
**scheduling message.**